Amendments to Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of providing a user with a game of chance, the method comprising the steps of:

receiving electronic signals representing search parameters descriptive of a product or service;

transmitting electronic signals representing dealers in the product or service and associated prices;

automatically providing the user with an option to play a game to win a selected product or service without the user first making any payment or requesting the option;

electronically calculating a probability of winning the selected product or service by the user;

electronically generating a pseudo-random outcome corresponding to the calculated probability of winning; and

in response to a winning pseudo-random outcome, purchasing the selected product or service for the user.

2. (previously presented) The method of claim 1, wherein the probability of winning on successive plays of the game increases with the value derived from the user's interaction with the system.

3. (previously presented) The method of claim 1, wherein the pseudo-random outcome is indicated by displaying a user-chosen number and a comparison number, such that a winning outcome is indicated by displaying a comparison number that matches the user-chosen number, and a losing outcome is indicated by displaying a comparison number that does not match the user-chosen number.

4. (previously presented) The method of claim 3, wherein an increased probability of winning on successive plays of the game is indicated by displaying a comparison number having at least one digit matching the corresponding at least one digit of the user-selected number.

5. (previously presented) The method of claim 3, wherein the probability of winning is different than one divided by ten raised to the power of the number of digits in the comparison number.

6. (previously presented) The method of claim 1, comprising providing the user with an opportunity to increase the chances of winning by performing a task for which a third party provides compensation.

7. (previously presented) The method of claim 1, comprising calculating a probability of winning based on at least a current budget.

8. (previously presented) The method of claim 1, comprising calculating a probability P of winning based on a total number of game players.

9. (currently amended) The method of claim 1, comprising calculating a probability P of winning based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

P_a is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

Pt is a probability factor that varies with a current prize budget;

Pm is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

Pu is probability factor that varies with the user's behavior during a user session; and

N is a number of current users.

10. (currently amended) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

transmitting electronic signals representing at a least one product, a price of the product and a third-party dealer of the product;

automatically transmitting electronic signals representing at least a first option for the user to play a game to win the product without the user first making any payment or requesting the first option, and a second option to purchase the product;

if the user chooses to play the game:

electronically calculating a probability of winning the product by the user;

electronically generating a pseudo-random outcome corresponding to the calculated probability of winning; and

in response to a winning pseudo-random outcome, purchasing the product for the user; and

if the user chooses to purchase the product instead of playing the game:

directing the user to a web site which sells the product.

11. (previously presented) The method of claim 10, comprising providing the user with an opportunity to increase the chances of winning on successive plays of the game by performing a task for which a third party provides compensation.

12. (previously presented) The method of claim 10, comprising calculating a probability of winning based on at least a current budget.

13. (previously presented) The method of claim 10, comprising calculating a probability P of winning based on a total number of game players.

14. (currently amended) The method of claim 10, comprising calculating a probability P of winning based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

Pa is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

Pt is a probability factor that varies with a current prize budget;

Pm is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

Pu is probability factor that varies with the user's behavior during a user session; and

N is a number of current users.

15. (currently amended) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

transmitting electronic signals representing a plurality of different dealers and associated prices charged by each of said different dealers for products identified in response to said at least one search parameter;

automatically transmitting electronic signals representing an option to play a game to win a selected one of said products without the user first making any payment or requesting the option; and

if the user chooses to play the game:

electronically calculating a probability of winning said selected one product by the user;

electronically generating a pseudo-random outcome corresponding to the calculated probability of winning; and

in response to a winning pseudo-random outcome, purchasing said selected one product from a corresponding dealer for the user.

16. (previously presented) The method of claim 15, comprising providing the user with an opportunity to increase the chances of winning by performing a task for which a third party provides compensation.

17. (previously presented) The method of claim 15, comprising calculating a probability of winning based on at least a current budget.

18. (previously presented) The method of claim 15, comprising calculating a probability P of winning based on a total number of game players.

19. (currently amended) The method of claim 15, comprising calculating a probability P of winning based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

P_a is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

P_t is a probability factor that varies with a current prize budget;

Pm is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

Pu is probability factor that varies with the user's behavior during a user session; and

N is a number of current users.

20. (previously presented) The method of claim 15, wherein the electronic signals representing the associated prices charged by each of said different dealers, represent the prices charged on said each of said different dealers' own web sites.

21. (currently amended) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

searching for products matching said at least one search parameter;

transmitting electronic signals representing a plurality of dealers and associated prices charged by each of said dealers for products identified in response to said at least one search parameter, each of the products identified being offered for sale on a corresponding web site of each dealer;

automatically transmitting electronic signals to the user representing an option to play a game to win a selected one of said products without the user first making any payment or requesting the option; and

if the user chooses to play the game:

electronically calculating a probability of winning said selected one product by the user;

electronically generating a pseudo-random outcome having a probability corresponding to the calculated probability of winning; and

in response to a winning pseudo-random outcome, purchasing said selected one product from a corresponding dealer for the user.

22. (currently amended) A method for providing a user an opportunity to win a product or service by playing a game of chance without buying the product or service and without paying a fee to play, comprising the steps of:

enabling the user to submit a search query associated with a type of product or service;

conducting a search in a database for a product or service that satisfies the search query;

automatically presenting a result of the search to the user, including at least one product or service retrieved from the database, along with an option to play the game;

enabling the user to select the product or service that he wants to win;

determining the user's chance of winning the selected product or service;

generating an outcome for each play of the game that corresponds to the user's chance of winning; and

displaying the outcome of the game to the user.

23. (previously presented) The method for providing a user an opportunity to win a product or service of claim 22 further comprising the step of purchasing the selected product or service for the user if the outcome for the play of the game is a win.

24. (previously presented) The method for providing a user an opportunity to win a product or service of claim 22 further comprising the step of enabling the user to increase the chance of winning the selected product or service through repeated plays of the game.

25. (previously presented) The method for providing a user an opportunity to win a product or service of claim 22 wherein the step of determining the user's chance of winning the selected product or service is a function of at least one of a cost of the product or service, a number of other users playing to win the product or service concurrently, a current prize budget and an amount of funds received from an advertising sponsor.

26. (currently amended) The method for providing a user an opportunity to win a product or service of claim 25 wherein the advertising sponsor provides funds for the purchase of the selected product or service to a game provider as a payment for a display of an advertisement to the user during each play of the game.

27. (previously presented) The method for providing a user an opportunity to win a product or service of claim 25 wherein the step of determining the user's chance of winning the selected product or service is a function of the user's behavior during repeated plays of the game.

28. (previously presented) The method for providing a user an opportunity to win a product or service of claim 26 wherein the user's repeated plays of the game generates revenue from the advertising sponsor for a game provider which increases the user's chance of winning the selected product or service.

29. (currently amended) The method for providing a user an opportunity to win a product or service of claim 22 wherein the game of chance comprises ~~matching~~ displaying a number selected by the user along with ~~the~~ a number generated ~~as~~ to represent the outcome for each play of the game.

30. (currently amended) The method for providing a user an opportunity to win a product or service of claim 29 wherein the user can ~~reduce a number of digits that must be matched in order to win~~ increase the probability of winning the product or service by participating in an online survey for an advertising sponsor.